ANNOUNCEMENT OF VACANCY

POSITION: Graduate Assistant for Facilities Operations and Department Marketing; 9-month position; reports to the Assistant Director for Facilities and Aquatics; starting date is Monday, August 23, 2021.

RELATION TO EDUCATIONAL PROGRAM: this graduate assistantship will provide the candidate with a multitude of relatable administrative and personnel management skills, including, but not limited to supervision skills; conflict management; sharing constructive feedback with others; evaluating student employee performance; communicating with fellow employees, student employees, and participants; hiring scheduling and training staff; event and facility management; financial management and budget planning; and program evaluation and assessment.

It will also provide the candidate with the opportunity to collaborate with colleagues in a program that specifically supports the SUNY Cortland campus priority of wellness. All of the aforementioned skills are transferrable to the candidate’s educational success, and individual growth, and will be especially valuable for an individual seeking a career in the field of Campus Recreation.

QUALIFICATIONS:

REQUIRED:
• Acceptance to any SUNY Cortland Graduate Degree Program.
• Strong customer service skills, highly organized, and detail-oriented.
• Experience in marketing, advertising, design, event planning or other related experience.
• Experience with graphic design software.
• Strong knowledge with social media analytics.
• Demonstrated understanding of marketing strategies, techniques, and ability to develop marketing materials.
• Exceptional verbal and written communication.
• Completed Application Form (access the form at www.cortland.edu, click on Academics, click on Assistantships).
• Two letters of recommendation, with at least one coming from a person familiar with applicant's ability to do graduate work.

PREFERRED:
• Undergraduate degree in Communication, New Communication Media, Graphic Design, Marketing, Advertising, Business Marketing, or related field.
• Pursuing a degree of Recreation, Kinesiology, Physical Education, Higher Education, Sports Management, Health, or related field.
• Current CPR/First Aid/AED certification.
• Prior work experience in a Recreational Sports program; Athletics; education or experience in Recreation, Physical Education or Sport Management.
• Experience recruiting, hiring, training, scheduling, supervising, and evaluating student employees.
• Lifeguard Training Certification.
• An interest in pursuing a career in Campus Recreation.
RESPONSIBILITIES:

- Assist the Assistant Director of Recreational Sports for Facilities and Aquatics with the supervision and daily operations of the Open Recreation Program in the Student Life Center.
- Assist with recruiting, interviewing, hiring, training, scheduling, supervising, and evaluating all student employees (approximately 100) in the Open Recreation Program for the positions of building supervisors, lifeguards, and facility supervisors.
- Assist with overseeing the operation of the equipment checkout service including equipment management and making deposits on a regular basis using the Fusion facility management system.
- Develop and assist with One Day Events held in the Student Life Center.
- Implementing marketing strategies to promote and increase student and member engagement in all Recreational Sports programs and services including the areas of Open Recreation, Aquatics, Fitness Programming, Intramural sports, Outdoor Pursuits, Memberships, Risk Management, Sport Clubs, and Student Employment.
- Assist in the design, implementation and management of all marketing materials and plans for the Recreational Sports Department including advertising, promotions, branding, campus outreach, social media, email marketing, video creation, and signage.
- Incorporate and maintain web and social media outlets (i.e. Facebook, Instagram, Twitter) for promotions and advertising.
- Maintain the Recreational Sports website and monitor TV promotional displays.
- Make edits to the Fusion Portal and update member portal widgets as needed.
- Capture video/photos and manage and maintain archives from programs and events.
- Coordinating and/or giving presentations on campus when requested.
- Coordinating and/or giving tours of recreation facilities when requested.
- Establishing effective on-campus marketing efforts (i.e. presence at student orientations, club fair, etc.).
- Morning, evening, and weekend hours are required.
- Attend all Recreational Sports Staff meetings.

SALARY: stipend of $8,050 per year, plus tuition waiver for up to 6 credit hours of graduate work per semester.

APPLICATION: completed application, with letters of recommendation and resume, must be sent to the Graduate Admissions Office, 106 Miller Building, SUNY Cortland, Cortland, NY 13045; or to graduate.admissions@cortland.edu. Review of applications will begin immediately, however, applications will be accepted until the position is filled.

SUNY Cortland is an AA/EEO/ADA Employer